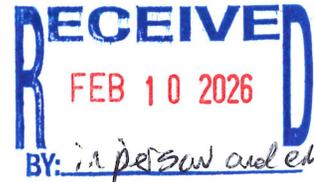


City of Lathrup Village
 27400 Southfield Road
 Lathrup Village, MI 48076
www.lathrupvillage.org | (248) 557-2600



BY: in person and email
 2/10/26

APPLICATION FOR COMMITTEES, COMMISSIONS, & BOARDS

Date of Application: Feb. 10, 2026

Please check the committee for which you are applying:

- | | |
|--|---|
| <input type="checkbox"/> Board of Review | <input type="checkbox"/> Planning Commission |
| <input checked="" type="checkbox"/> Downtown Development Authority (DDA) | <input type="checkbox"/> Parks & Recreation Committee |
| <input type="checkbox"/> Historic District Commission | <input type="checkbox"/> Tree Committee |
| <input type="checkbox"/> Communications & Engagement Committee | <input type="checkbox"/> Other: _____ |

Name: Lisa M. Burr

Address: 18831 Bungalow Drive, Lathrup Village

Phone: 248-767-0521

Email: lisawatkinsburr@gmail.com

- Are you at least 18 years of age: YES NO
- Are you a registered voter in Lathrup Village: YES NO
- Have you been a resident of Lathrup Village for 1+ years: YES NO

A resume/CV is required with your application. Additionally, please include a letter that covers any additional information that clearly states your qualifications for serving on the committee you selected and why you believe you are the best fit to serve Lathrup Village.

Signature: [Signature] Date: 2/10/26

Applicants must be in good standing with the City to be eligible for committee, commission, or board appointment. Any outstanding violations or payments associated with the applying individual or individuals' property may result in the submitted application being rejected.

Return completed application to:
 Lathrup Village – City Clerk, 27400 Southfield Road, Lathrup Village, MI 48076

Lisa M. Burr

18831 Bungalow Drive
Lathrup Village, MI 48076
lisawatkinsburr@gmail.com
248.767.0521
February 10, 2025

City of Lathrup Village
27400 Southfield Road
Lathrup Village, MI 48076

Re: Cover Letter for Downtown Development

I am interested to serve on the Downtown Development Authority Committee because I am deeply committed to the growth and vitality of Lathrup Village. I have lived here since 2017 and also work in the city, so I see firsthand how important it is for our downtown to grow in a way that supports local businesses while preserving the close-knit, family feel that makes this community special.

My experience as a banker gives me practical skills in budgeting, financial decision-making, risk management, and strategic planning, all of which are valuable when evaluating development projects and supporting local businesses. I enjoy working collaboratively and thinking strategically to promote economic growth while maintaining the city's unique character. I also have a love for building for our future generations of business owners while ensuring we capture the needed revenue to keep the city strong and thriving.

I would be honored to serve on the DDA, bringing both my professional expertise and personal commitment to help strengthen our downtown, support thoughtful investment, and foster a vibrant, welcoming community for residents, employees, and visitors alike.

Thank you,

Lisa M. Burr

Lisa M. Burr

lisamwatkinsburr@gmail.com
248- 767-0521

Highly accomplished and decisive senior leader with 25+ years of progressive financial and operations leadership experience. Major experience lies in strategizing and leading cross-functional teams to bring about fundamental change and improvement in strategy, process, and profitability, as a leader and expert consultant.

Work Experience

AVP Operations

Michigan First Credit Union

October 2020 – Present

- Lead and supervise the Branch Support Team and Facilities Management ensuring appropriate skill sets and resources are aligned to meet service-level expectations and organizational objectives.
- Oversee the Facilities Team supporting operations across **33+ branch locations**, ensuring safe, efficient, and compliant environments that support business continuity and member experience.
- Drive strategic initiatives and lead change management efforts related to system upgrades, maintenance, troubleshooting, and implementation of new business applications; partner with business units, conduct legal reviews, define scope, manage timelines, and deliver successful outcomes.
- Oversee Member Center and Retail Audit processes to mitigate risk, ensure regulatory compliance, strengthen internal controls, and reinforce a culture of accountability
- Serve as a strategic, critical-thinking leader who drives engagement, collaboration, and accountability, fostering high-performing teams and effective decision-making across the organization.

Operations Support Manager

Community Choice Credit Union

September 2015 – October 2019

- Provide leadership and supervision of the Operations Support Team ensuring appropriate skilled resources are in place to meet required and expected service levels.
- Developed curriculum and facilitated organizational instruction and training to promote growth of internal team members on operational and industry procedures and best practices, as well as financial literacy workshops.
- Oversee the ATM network/fleet vendor relationships, including servicing, maintenance, and hardware/software compliance to meet the organizational delivery systems strategy and image standards.
- Complete the organizational processes of Escheats and IRS tax reporting, while ensuring minimal errors in processing and effective results are produced which meet regulatory requirements.
- Manage change management processes associated with upgrades, maintenance, troubleshooting or installation of new business applications; Includes coordinating with business unit, impacted clients; works with Project Management Office in documenting objectives/scope, plan/tasks, timelines and final outcome
- Oversee the Member Center Audit process to mitigate risk and enforce compliance.

VP, Branch Sales Manager

FirstMerit Bank

September 2012 – September 2015

- Led classroom-style training and workshops to equip banking leaders with the skills to achieve organizational goals while reinforcing the company's mission and core values.
- Managed and coached branch teams to increase sales production by implementing objection-handling strategies through daily huddles and end-of-day debriefs.
- Cross-trained employees to effectively identify customer needs, resulting in 153% of new account acquisition goals, 123% of consumer lending goals, 130%+ of investment goals, and 101% of business checking goals, while strengthening long-term customer relationships.

VP, Regional Manager

Flagstar Bank

November 2010 – September 2012

- Led weekly business support calls with Branch Managers to help increase revenue growth while maintaining a profitable region - region was ranked first due to defined goals and hands on coaching with Branch Managers.
- Ensured region consistently reached sales goals by focusing on lending opportunities and new household growth
- Empowered branch managers and employees to increase the deposit growth of the business products instituting weekly and bi-weekly business blitzes yielding a 40% business account increase within a 10-month timeframe
- Established and maintained strong business relationships with partners, market sales teams, and internal operational teams on a market and regional level to ensure optimal results.

Senior Financial Sales Trainer

John M. Floyd & Associates

April 2007 – November 2010

- Identified training and development needs within financial organizations through job function analysis and regular consultation with business managers
- Constructed training materials and facilitated training to clients on the dynamics of organizational products and services to ensure retained product knowledge
- Educated financial institutions on sales improvement, money management and profit improvement
- Developed and presented quarterly sales reports to business clients on training and development metrics including the number of courses, participant profiles and evaluation results

VP, Regional Sales Manager

Guaranty Bank

April 2002 – April 2007

- Coached over 30 Branch Managers and Assistant Managers on the focal points of branch and the organization's profitability
- Successfully reached region loan goal of \$750,000 per quarter within the 2006 fiscal year
- Generated leads by using creativity within the community to market the bank products and locations. Volunteered and supported community based events while promoting organizational development
- Consistently supported the commitment to endure proper employee development with weekly and monthly sales coaching sessions to ensure the customer's needs were met.
- Managed, developed and coached 200 employees to effectively sell products and retained 90% customer base
- Implemented "Customer Satisfaction Surveys" to improve the customer service experience within the branches. Result 35% increase within a 6 month timeframe

Education

Oakland University

Master of Science in Training & Development
April 2025

University of Phoenix

Masters in Human Resource Management
August 2007

University of Phoenix

Masters in Management
August 2007

Western Michigan University

Bachelor of Arts in Organizational Communications
April 2000

Skills Profile

- Proficient in Microsoft Office
- SalesPro
- Synergy
- Fiserv/Symitar
- Kronos/ADP
- Strategic Planning
- Conflict Resolution
- Communication
- Project Management

- Orchards Children's Services – Ambassador
- Michigan Realtor
- Girl Scout Troop Treasurer

Professional Associations & Achievements

- Certified National Credit Union Compliance Officer
- Presbyterian Village Manor Vice Board Chair
- Facilitated over 35 Financial Literacy workshops for youth